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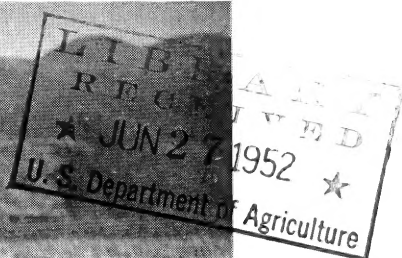
THE WORLDS FINEST SWEET PEAS

ORIGINATOR
of
THE ZVOLANEK SWEET PEA
MULTI-FLORA

Winter Flowering - Spring Flowering
and
Late Summer Flowering

JUNE 1952 TO JUNE 1953

Seed Direct From Our Ranch To You



Undivided Attention

To The Higher Development of
Better Sweet Peas

ALSO OTHER FLOWER SEEDS

WILLIAM ZVOLANEK & CO.

P. O. Box 142

Lompoc, Calif.

CULTURE SUGGESTIONS

For Greenhouse and Outdoors

Work soil at least 18 inches deep; use liberal amount of well decayed manure. Cow manure is best. Use sprinkling of lime and bone; Soak seed in water for about 24 hours or until swelled up and then plant about 1½ to 2 inches deep in a well firmed soil that is good and moist, but not sticky. (DO NOT SOAK WHITE SEEDED VARIETIES).

In recent years a copper oxide preparation has frequently been dusted on sweet pea seeds to prevent damping off, the same proving very satisfactory. This can be procured at most seed stores under various names. Inoculation of seed is also highly successful.

Peas will not do well in too loose a soil. Plant one inch apart and later thin to about six inches. Do not water until seeds have begun to germinate. After germination has taken place give good soaking. MOST FAILURES ARE CAUSED BY WATERING BEFORE SEED HAS SPROUTED. If weather is hot use some kind of shading. Protect young plants from birds outdoors. Look for Green Aphids regularly as this insect is the worst enemy. Spraying with nicotine, one part nicotine to 400 parts water with spray gun is best. There are also many other good insecticides which are excellent for the control of Aphids. Give young plants substantial supports in order that they may climb and produce good flowers. Poor flowers with crooked stems are worthless. Liquid manure feeding after they come in bloom will lengthen the flowering period and produce better flowers. Pick all flowers as this also lengthens the flowering period. Always keep the surface earth loose and never allow a crust to form. If grown indoors keep ventilators open to keep the air as dry as possible. A house that is kept damp and sultry will cause too much growth and the sweet peas will not bloom as soon as they should, and then will begin to bloom too high up. Early sweet peas usually bloom from 75 to 100 days after seed is planted. Many nurseries start sweet pea seeds by germinating in Vermiculite and then selling germinated seed or pot them for sale. Sterilize soil before planting if you have root rot trouble.

CONDITIONS OF SALE

Send your orders as soon as possible after receiving catalog to insure prompt delivery. Orders are filled the same day we receive and we exercise the utmost care in filling orders.

Owing to the handling of other flower seed not raised by us we are compelled to use the seedsman disclaimer.

WILLIAM ZVOLANEK & CO., give no warranty, expressed or implied as to description, quality, productiveness or any other matter of any seeds we sell and we will not be in any way responsible for the crop. If purchaser does not accept seed on these terms they are to be returned immediately and the money paid for same will at once be refunded.

Any questions in regard to growing will be cheerfully answered. In case of shortage or crop failure we will take the liberty of substituting with the best and nearest color. If this is not wanted, mark your order "No Substitute."

TERMS

A 6% discount will be allowed on all orders with remittance enclosed and all such orders will be sent postpaid to any part of the postal union, or Canada. Orders not accompanied with remittance, postage will be added and if party is not known will be sent C.O.D., unless other arrangements are made in advance. To insure delivery of foreign orders, postal money order should accompany order with postage added or we cannot be held responsible for delivery. ALL FOREIGN ORDERS MUST BE AT PAR WITH U. S. CURRENCY.

If you wish seed to be sent via airmail allow extra for postage. 12 cents for 1st oz. 6c each additional oz. up to 8 ozs.

Ask for our Special Prices on lots of 10 lbs. or more.

If your shipment does not arrive within two weeks on the east coast, please notify us immediately.

THE WORLD'S FINEST SWEET PEAS

THE ZVOLANEK SWEET PEA

MULTI-FLORA

For Greenhouse or Outdoor Planting

Imagine sweet peas with 18 to 20 inch stems and 5 to 9 flowers on a single stem. We now have these giant wonderful sweet peas in many colors and they will be released just as soon as we can produce enough seed to sell. All are bright colors. Wherever they have been grown they have won acclaim. Nothing like these have ever been seen before or thought possible to produce. Even expert hybridists claim it will be the last improvement in sweet peas. These Multi-Flora sweet peas bloom in about 75 days after planting in the greenhouse or outdoors. They grow from 6 to 7 feet high and need supports. For outdoor south to north planting is best although they may be planted east to west also. A cheese cloth or some similar material should be placed directly over the row when weather gets hot. This will keep the plants shaded during the hot part of the day when weather gets warmer and make them last longer.

After receiving this list and your seed store does not handle our Zvolanek Multi-Flora sweet pea seed, order direct from us. Many seed stores will carry these wonderful seeds after October 1952. If you are not a grower call your florists attention to these sweet peas and have them grown for you. They are worth while.

To get the best seeds of any flowers it is always best to order from a Specialist as they put every effort to produce the very finest seeds.

AGAIN FOR THE BEST INSIST ON THE ZVOLANEK SWEET PEA.

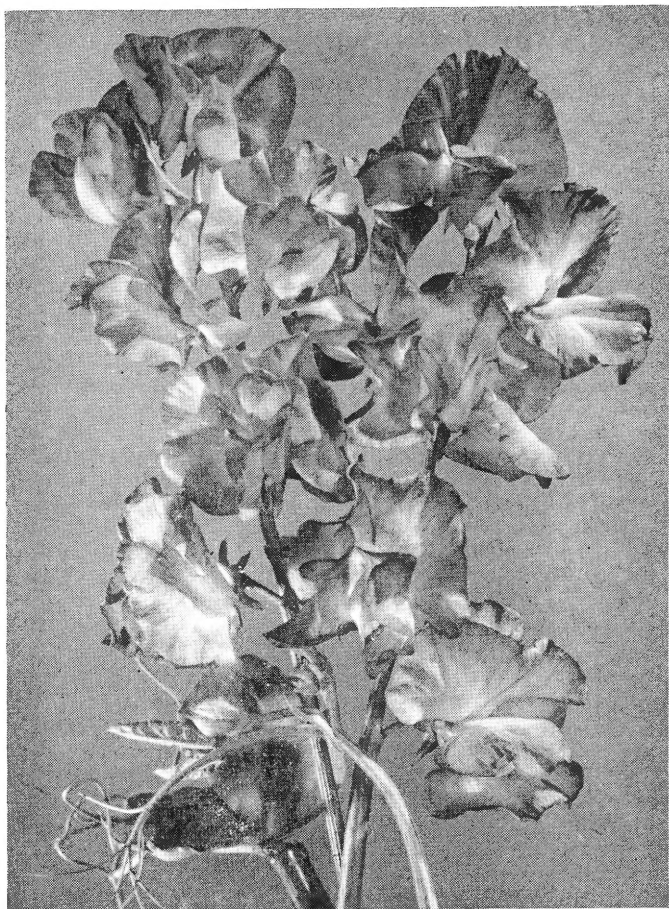
Sincerely yours,

WILLIAM ZVOLANEK & COMPANY
William Zvolanek, Prop.

We are revising our mailing list this year. If you have not ordered and wish to stay on our mailing list please advise us to be retained.

ATTENTION TO CALIFORNIA GROWERS

A 3% Sales Tax must accompany all orders from California, unless you have a sellers permit number from the California State Board of Equalization. If you have a sellers permit number, place same on your order which will exempt you from the above Tax. We must have a record of your number on file at all times. Out of state orders tax exempt. Please send sellers permit number with order or add Sales Tax.



**Two Stems of Zvolanek
Multi-Flora Sweet Peas**

SOME UNSOLICITED LETTERS

What Growers Have to Say

Gentlemen: For years we have grown the finest sweet peas in the County. Your Multi-Flowered are the finest Peas we've ever grown. They had 24 to 26 inch stems; flowers 5 to 8 on each stem. Vigorous growers; seem to be the last word in Sweet Peas. We congratulate you on your successful Hybridization.

WILLIAM EUBANK,
Florist
Sioux City, Iowa

Dear Sirs: The Multi-flowered sweet peas I bought from you last year bloomed from January 1st to June. The most magnificent display of long stemmed sweet peas ever seen around here.

MRS. WM. J. ESPLIN,
San Luis Obispo, Cal.

Dear Sirs: We were more than pleased with our sweet peas from your seed last year. Planted in ground bed in the greenhouse in Sept. and began cutting Dec. 1st and bloomed until we tore the vines down May 25th.

MARSHALL FLORAL CO.
Marshall, Mo.

Dear Mr. Zvolanek: We had excellent results with your sweet pea seeds last year. We thank you very much for your wonderful new strains of seed.

WAYSIDE GREENHOUSES,
Ithaca, Mich.

Originators of
THE WORLD'S FINEST SWEET PEAS
THE ZVOLANEK SWEET PEA
EARLY MULTI-FLORA

In submitting this list of Zvolanek Multi-Flora sweet peas we have tried to get a good range of colors. Many of these are already improvements on the 1951 list, especially in better set flowers on the stems. All will have 5 to 8 large flowers on very long stems. Other colors will follow each year.

ZVOLANEK'S MULTI-FLORA WHIRLWIND #1949: Light Pink: Magnificent flowers on extra long pencil stems. Fragrant. Often 5 to 8 flowers. Also fine for outdoors, as well as in the greenhouse. Improved.

ZVOLANEK'S MULTI-FLORA LAVENDER #1550: Giant sized lavender, exceedingly long stems. Five and six large flowers on stout pencil stems. Also fine for outdoors as well as in the greenhouse.

ZVOLANEK'S MULTI-FLORA ROSE #3348: A fine clear rose pink. Well formed and well set flowers on long pencil stems. Fine for either in the greenhouse or outdoors. Improved.

ZVOLANEK'S MULTI-FLORA WHITE W.S. A glistening clear pure white of gigantic size. Very long stout stems. None better for the greenhouse or outdoors.

ZVOLANEK'S MULTI-FLORA ORCHID #30: A true orchid lavender with long stems. Usually 6 or more flowers on the stem. A new color in sweet peas.

ZVOLANEK'S MULTI-FLORA FLAG BLUE #52: Clear medium blue. Very large flowers on long stout stems. Usually five and sixes. Fine for greenhouse or outdoors.

ZVOLANEK'S MULTI-FLORA LIGHT ROSE PINK #3448: A giant light rose pink almost flesh pink on long stout stems. Five and six flowers that are very brilliant. Good for greenhouse or outdoors.

ZVOLANEK'S MULTI-FLORA SALMON PINK "TOOEY" #2347: A lovely pink suffused with salmon having magnificent large flowers on exceedingly long stems; usually 6 flowers on each stem. Good for greenhouse or outdoors.

ZVOLANEK'S MULTI-FLORA DEEP ROSE #1349: Here is an excellent bright deep rose with long thin stems with six flowers on each stem. An excellent variety for winter or outdoor culture.

ZVOLANEK'S MULTI-FLORA ORANGE CERISE #1149: This is an improvement on our regular orange cerise having longer stems and larger flowers with usually six magnificent bright flowers on a stem. Fine for greenhouse or outdoor culture.

ZVOLANEK'S MULTI-FLORA BEAUTY ROSE: A fine deep American Beauty color with exceedingly long stems and a brilliant color. Some have been observed with as high as ten flowers on a stem. A deep rose bordering red. Fine for greenhouse or outdoors and will not burn.

ZVOLANEK'S MULTI-FLORA GIANT LILAC: This is one of the largest of the Multi-Flora type. Giant flowers on long stout stems. Five and six on a stem. One of the finest for outdoors and also good in the greenhouse.

ZVOLANEK'S MULTI-FLORA ELK PURPLE: A fine deep purple that is brilliant in color with very long stems and 6 and 7 flowers on stout stems. A dandy for the greenhouse or outdoors.

ZVOLANEK'S MULTI-FLORA LIGHT SALMON PINK: A real light salmon pink with a pleasing color that will go in almost any design. Sixes on nice long stems for greenhouse or outdoors.

ZVOLANEK'S MULTI-FLORA MIXED: A mixture of all the above and more colors that we are now working on. All have long sturdy stems with many 6 to 9 flowers on a stem. The worlds finest mixed sweet peas.

Price on each ½ oz. \$1.50; 1 oz. \$2.75; 4 ozs. \$10.00
1 lb. \$30.00

Please note that prices are ounce at ounce rate, four ounces at four ounce rate, etc.

ZVOLANEK'S MULTI-FLORA SUMMER AND SPRING FLOWERING

We are presenting the first Multi-Flora Summer and Spring Flowering sweet pea in existence. These should be planted in December in the south and about March 15th in the north or as soon as frost free. Will not bloom before April.

ZVOLANEK'S MULTI-FLORA SUMMER FLOWERING ROSE:
The first summer flowering rose pink with 5, 6 and 7 flowers on exceedingly long stems. Many other colors will follow soon.

ZVOLANEK'S MULTI-FLORA SPRING FLOWERING LIGHT PINK: This is a semi-early flowering similar to the Cuthbertson type. We class it a late flowering type that blooms two weeks earlier than the summer flowering varieties. These are fine for early spring flowers. Will not bloom during winter but starts blooming about April 1st indoors. Should be planted indoors about December or outdoors when frost free. It is the first in this class.

Price on each ½ oz. \$1.50; 1 oz. \$2.75; 4 ozs. \$10.00

ZVOLANEK'S NEW COLOSSAL TYPES

Always Four Flowers

All have giant flowers on long sturdy stems.

ZVOLANEK'S COLOSSAL LAVENDER #1746: The lavender that has everything. The best lavender ever put on the market. Outstanding in every way. Vigorous growth, long stems, very fragrant large flowers and a good clear color. Everyone likes it and you cannot afford to be without it.

ZVOLANEK'S COLOSSAL PINK: Our new giant rose pink that is a pure color and just the right shade. Long stems with extra large flowers that are wide open at all times.

ZVOLANEK'S COLOSSAL WHITE W.S.: A giant pure white with very long sturdy stems and a good commercial producer. An excellent white.

ZVOLANEK'S COLOSSAL WHITE B.S.: A fine black seeded white. The color is pure white with large open flowers and very fragrant. This is the second of the fragrant varieties and other colors will follow shortly.

ZVOLANEK'S COLOSSAL LILAC: A giant clear lilac. A marvelous color that is outstanding. Long stems with extra large open flowers.

ZVOLANEK'S COLOSSAL PURPLE: A giant deep elks purple. A bright color and very clear.

ZVOLANEK'S COLOSSAL RED: A giant xmas red that is very outstanding. Many of the flowers are duplexed. Long sturdy stems.

ZVOLANEK'S COLOSSAL ORANGE CERISE: A gigantic deep orange cerise on long sturdy stems with extra large flowers.

ZVOLANEK'S COLOSSAL LIGHT BLUE: A fine giant light blue, almost pale blue, and fragrant. Long sturdy stems and very clear.

ZVOLANEK'S COLOSSAL DEEP ROSE: A fine clear deeper rose pink. Has extra large flowers that are very wide open and extra long stems.

ZVOLANEK'S COLOSSAL DEEP ORANGE CERISE: A giant deep bright orange cerise with very long stems and always four flowers and sometimes five. A very brilliant shade.

ZVOLANEK'S COLOSSAL APPLEBLOSSOM: Gigantic apple-blossom pink with very long stems and very fragrant. A fine variety. Flowers wide open.

ZVOLANEK'S COLOSSAL LIGHT SALMON PINK: A beautiful shade of light salmon pink. An extra fine shade that fits in nearly everywhere. A fine commercial color.

ZVOLANEK'S COLOSSAL LIGHT LAVENDER: A gigantic very light lavender that is outstanding. Very long stem and slightly fragrant.

ZVOLANEK'S COLOSSAL DEEP SALMON PINK: A beautiful shade of a deeper salmon pink with very large flowers and long stems. Will fit into almost any floral design. A brilliant color.

ZVOLANEK'S COLOSSAL MORNING GLOW: A gigantic pink with an intense salmon glow. Very showy either under light or day time. Immense flowers with four to the stem.

ZVOLANEK'S COLOSSAL ROSE SUPREME: Giant Rose suffused salmon with extremely long stems. The color is unsurpassed for brilliance. Just the right color.

ZVOLANEK'S COLOSSAL IMP. SUNSET: Extra large fine soft salmon pink. Very long stems and thrifty growth. This color fits in with almost any combination. One of the finest in this color class.

ZVOLANEK'S COLOSSAL RUBY: Fine early brilliant ruby red.

ZVOLANEK'S COLOSSAL MIXED: All the above colors in a mixture.

Price on each of above: 1 oz. \$1.00; 4 ozs. \$3.50; 1 lb. \$10.00

Please note that ounce is at ounce rate
4 ounces at 4 ounce rate, etc.

REGULAR EARLY FLOWERING SWEET PEAS

Only the finest varieties have been retained in this list. All are good.

ROSE PINK

ZVOLANEK'S LONG STEM ROSE: Long stemmed bright rose pink midway between our Zvolanek's Rapture and Zvolanek's Long Stem Pink with four nice large clear rose flowers to a stem.

ZVOLANEK'S LONG STEM PINK: Lighter rose pink, very long stems.

ZVOLANEK'S LONG STEM FLESH PINK: Very long stem, clear flesh pink, very vigorous with nearly all four flowers to the stem. The color is often described as baby pink.

Price on each 1 oz. .75; 4 ozs. \$2.50; 1 lb. \$7.00

BRIGHT DEEP ROSE

ZVOLANEK'S MISS ROSE REDDICK: Brilliant deep rose, suffused cream.

ZVOLANEK'S LONG STEM BEAUTY: Fine long stemmed deep rose self. Flowers are brilliant and one complete color from standards to base.

Price on each 1 oz. .75; 4 ozs. \$2.50; 1 lb. \$7.00

BRIGHT FLESH PINK SUFFUSED SALMON

ZVOLANEK'S MRS. H. S. REDDICK: Fine long stem bright flesh pink, suffused salmon.

MRS. WILLAM ZVOLANEK: Deeper long stemmed bright flesh pink, suffused salmon.

Price on each 1 oz. .75; 4 ozs. \$2.50; 1 lb. \$7.00

WHITE

ZVOLANEK'S CASCADE: Finest long stem white in existence, white seed.

ZVOLANEK'S LONG STEM WHITE: Long stem black seeded pure white.

ZVOLANEK'S APPLEBLOSSOM: Very long stemmed white suffused pink with four nicely placed flowers, vigorous growth.

Price on each 1 oz. .75; 4 ozs. \$2.50; 1 lb. \$7.00

LAVENDER AND LILAC

ZVOLANEK'S LONG STEM LAVENDER: Lavender, medium color. None better.

ZVOLANEK'S LONG STEM LILAC: Very long stem bright lilac.

Price on each 1 oz. .75; 4 ozs. \$2.50; 1 lb. \$7.00

ORANGE AND ORANGE CERISE

ZVOLANEK'S GOLDEN DAWN: Very long stem giant orange, metallic sheen.

ZVOLANEK'S WILDFIRE: Very early bronze orange, vigorous, long stem.

ZVOLANEK'S SPARKLER: Colossal deep salmon cerise. Very large flowers on good long stems. Flowers have a sparkling sheen which is very clear and attractive.

Price on each 1 oz. .75; 4 ozs. \$2.50; 1 lb. \$7.00

SALMON AND SALMON PINK

ZVOLANEK'S FASCINATION: Very long stem, deeper bright salmon pink.

ZVOLANEK'S CAMEO PINK: Colossal Cameo Pink, long stem, fours.

Price on each 1 oz. .75; 4 ozs. \$2.50; 1 lb. \$7.00

BLUE, NAVY BLUE AND CLARET

ZVOLANEK'S LONG STEM BLUE: A fine shade of medium blue with very long stems. The color is very clear blue, growth vigorous with four fine large flowers to the stem.

ZVOLANEK'S LONG STEM LIGHT BLUE: A long stem light blue which is much lighter than our regular Long Stem Blue. Very large flowers that are always wide open. Just the right shade of clear blue.

ZVOLANEK'S NAVY BLUE: Clear long stem navy blue, extra good.

ZVOLANEK'S LONG STEM CLARET: Bright long stem claret.

Price on each 1 oz. .75; 4 ozs. \$2.50; 1 lb. \$7.00

RED OR SCARLET

ZVOLANEK'S LONG STEM RED: Xmax red, large bright long stems. Our finest red.

ZVOLANEK'S ST. NICHOLAS: Brilliant Xmas Red. Large flowers on very long stems. Just about the right red shade for Xmas. Lower flower is always double.

GRENADIER: Poppy scarlet red, early.

ZVOLANEK'S GARNET: Fine deep garnet red, fine long stems and vigorous growth. The deepest of red bordering claret.

Price on each 1 oz. .75; 4 ozs. \$2.50; 1 lb. \$7.00

OTHER COLORS

ZVOLANEK'S LONG STEM CREAM: Finest long stem cream W.S.

ZVOLANEK'S BLACK SEEDED CREAM: Fine black seeded, long stem, cream.

ZVOLANEK'S XMAS GEM: Bi-color standards rose wings and keel white.

Price on each above: 1 oz. .75; 4 ozs. \$2.50; 1 lb. \$7.00

ZVOLANEK'S CALIFORNIA MIXTURE: A mixture of all colors, all long stemmed.

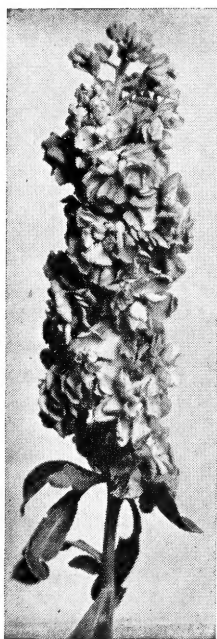
Price: 1 oz. .60; 4 ozs. \$2.00; 1 lb. \$6.00

ZVOLANEK'S BABY MIXTURE: Semi-cupid dwarf 16 inches high for border.

Price 1 oz. .60; 4 ozs. \$2.00

ZVOLANEK'S BUTTERFLY SWEET PEAS: A mixture of 11 colors. A new distinct type of crinkled flowers; stems 14 to 16 inches long but flowers just as large as regular varieties. Tall growing and foliage heavy. Not the best for the commercial grower but extra fine for private estate growers.

Price 1 oz. \$1.00



COLUMN STOCKS

High Percentage of Doubles

Well Set Florets

On Long Single Stems.

Zvolanek's Salmon:

(New Color)

Deep Rose, Lavender, Rose Pink,

Pure White, Crimson, Chamois

Cream, Mixed

Prices on Each:

1/4 oz. \$2.50 1 oz. \$9.00

4 ozs. \$25.00

CALENDULAS

ZVOLANEK'S FRILLED BEAUTY: Orange light center.

YELLOW SENSATION: (Zvolanek's) Large bright yellow light center.

BALL LONG ORANGE: The best calendula of all. Orange light center.

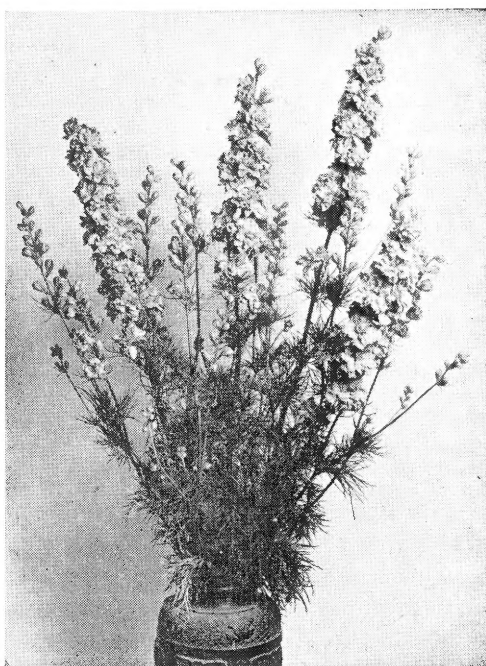
BALL GOLD: Gold light center.

MASTERPIECE: Dark orange, dark center.

COLOSSAL YELLOW.

Price on each: 1 oz. \$1.00; 4 ozs. \$2.50; 1 lb. \$6.00

ZVOLANEK'S New Larkspur Giant Imperial Type. Zvolanek's All-double



ZVOLANEK'S All Double Flesh Pink.

ZVOLANEK'S All Double White.

ZVOLANEK'S All Double Pink.

ZVOLANEK'S All Double Salmon Pink.

ZVOLANEK'S All Double Blue (deep navy).

ZVOLANEK'S All Double Lilac.

ZVOLANEK'S All Double Lavender.

ZVOLANEK'S All Double Mixed.

Price on each above: $\frac{1}{2}$ oz. .50; 1 oz. \$1.00; 4 ozs. \$3.50
1 lb. \$9.00

CANDYTUFT

Giant Hyacinth, Pure White — Extra Select

1 oz. .75; 4 ozs. \$2.25

SCHIZANTHUS (Butterfly Flower)

Dr. Badger Hybrids: Gold Centers

Blotched: All with dark blotched centers.

Price on each: $\frac{1}{4}$ oz. \$1.25; $\frac{1}{2}$ oz. \$2.25; 1 oz. \$4.00

CARNATION

Chaubaud Giant Mixed

A pretty blend of colors, a good cut flower with long stems. Plant seed in flats. Will bloom in six months.

Price $\frac{1}{4}$ oz. \$1.00; $\frac{1}{2}$ oz. \$1.50; 1 oz. \$2.75; 4 ozs. \$10.00

DOUBLE SWEET SCENTED NASTURTIUMS

Double Nasturtium, Golden Gleam.

Double Nasturtium, Scarlet Gleam.

Double Nasturtium, Gleam Hybrids.

Double Nasturtium, Globe mixed, compact non-trailing.

Price on each: 1 oz. .25; 4 ozs. .75; 1 lb. \$2.25

GYPSOPHILIA

GYPSOPHILIA (Elegans): (Baby Breath) Paris Market, medium sized white; Covent Garden, large white,
Price on each: 1 oz. .25; 4 ozs. .75; 1 lb. \$2.75

LINARIA: (Miniature snapdragon). A mixture of many bright shades and very early blooming. Grows about 18 inches high and very showy.

Price $\frac{1}{4}$ oz. .75; $\frac{1}{2}$ oz. \$1.25; 1 oz. \$2.00

ZINNIA DAHLIA FLOWERED MIXED: The preferred type most generally used by the home garden. A well blended mixture.

Price $\frac{1}{2}$ oz. .75 1 oz. \$1.25

ASTERS DOUBLE GIANT CREGO MIXED: Flowers of large size with long twisted petals. A fine mixture.

Price $\frac{1}{4}$ oz. .60; $\frac{1}{2}$ oz. \$1.20; 1 oz. \$2.00

ASTERS AMERICAN BRANCHING MIXED: A fine mixture of mid season blooming asters with nice long stems. A well balanced mixture.

Price $\frac{1}{4}$ oz. .60; $\frac{1}{2}$ oz. \$1.20; 1 oz. \$2.00

COSMOS SENSATION MIXED: Pink, white, crimson and deep rose mixed. Extra large flowers and extremely early.

Price $\frac{1}{4}$ oz. .50; 1 oz. \$1.60

SCABIOSA TALL ANNUAL MIXED: A choice mixture of bright colors.

Price $\frac{1}{4}$ oz. .30; $\frac{1}{2}$ oz. .50; 1 oz. .90

SALVIA SPENDENS: (Scarlet Sage) Blaze of Fire. Earliest to bloom and is 12 inches high.

Price $\frac{1}{4}$ oz. \$2.00; $\frac{1}{2}$ oz. \$3.75; 1 oz. \$7.00



**The Zvolanek Multi-Flora Sweet Peas
as grown in California for Seeds.
When grown for seed no supports are used.**